

The AstaFactor™ softgels – 5 mg Astaxanthin supplement

DESCRIPTION AND USE:

The AstaFactor™ softgels (5 mg) are a natural astaxanthin dietary supplement. Astaxanthin is one of nature's most common carotenoid pigments, found in animals such as salmon, krill, or lobster. It has very good biological antioxidant properties, with laboratory studies reporting up to 550 times higher antioxidant effect than vitamin E or up to 10 times higher than beta-carotene. *Haematococcus pluvialis*, a widely occurring micro-algae, is believed to be nature's richest source of astaxanthin. Aquasearch, Inc. has developed a unique proprietary closed photobioreactor and processing technology to ensure that the highest quality of astaxanthin is produced from *Haematococcus* under strict safety standards. The softgels are produced at state-of-the art encapsulation and packaging facilities. The safety of Aquasearch's astaxanthin product, The AstaFactor™ algal meal, the active ingredient in these softgels, has been confirmed in human clinical trials.*

(* This statement has not been evaluated by FDA).

This product is not intended to diagnose, treat, cure, or prevent any disease.

DAILY SERVING SIZE: Two softgels, equivalent to 5 mg astaxanthin.

INGREDIENTS USED:

Ingredients: Rice bran oil, algal meal (*Haematococcus pluvialis*), gelatin, glycerin, bee's wax, water, natural Vitamin E.

SUPPLEMENT FACTS

	Amount per serving	Unit	% daily value
Total calories	4	cal	0%
Total fat	324	mg	5%
Sodium	1	mg	0%
Total carbohydrate	121	mg	0%
Protein	176	mg	4%
Vitamin A	48	IU	1%
Alpha tocopherol	1	mg	9%
Total carotenoids*	6	mg	n.a.**
Total natural astaxanthin	5	mg	n.a.**

* Includes lutein and beta-carotene

** Not applicable

PHYSICAL CHARACTERISTICS

Soft gel capsule size: approx. 382 mg
Soft gel capsule shape: oval
Color: Dark burgundy
Smell: typical

PACKAGING:

Opaque 75 cc plastic bottles or blister card packing.

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Supplement facts			
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Servings per container:	30		
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Sodium	1	mg	0%
Total carbohydrate	121	mg	0%
Protein	176	mg	4%
Vitamin A	48	IU	1%
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Total carotenoids*	6	mg	n.a.**
Total natural astaxanthin**	5	mg	n.a.**

Ingredients: Rice bran oil, Algal meal (*Haemolococcus pluvielis*), gelatin, glycerin, bee's wax, water, natural Vitamin E.
* Includes lutein and beta-carotene; ** not applicable

Manufactured by Aquasearch Inc.,
Kailua Kona, HI 96740, USA
www.aquasearch.com

Lot #:
Use by:



Astaxanthin supplement

60 softgels - 5 mg astaxanthin per serving

The AstaFactor™
Natural antioxidant for life

A growing number of scientific studies support a major role of antioxidants and carotenoids in our health by defending our body against free radicals and other harmful oxidative agents. Astaxanthin is one of nature's most common carotenoid pigments, found in animals such as salmon, krill, or lobster. It has very good biological antioxidant properties, with laboratory studies reporting up to 550 times higher antioxidant effect than vitamin E or up to 10 times higher than beta-carotene. *Haemolococcus pluvielis*, a widely occurring micro-algae, is believed to be nature's richest source of astaxanthin. Aquasearch Inc. has developed a unique proprietary closed photobioreactor and processing technology. This ensures that the highest quality of astaxanthin from *Haemolococcus* is produced under strict safety standards. The safety of Aquasearch's astaxanthin product, The AstaFactor™, has been confirmed in a human clinical trial.
(* Statement not evaluated by FDA).
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Office of Special Nutritionals (HFS-450)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
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December 6, 1999

Re: New Dietary Supplement Notification for Astafactor™, softgels, 5 mg. Stability studies

Dear Administrator,

As part of our New Dietary Supplement Notification for a new dietary supplement: The Astafactor™, softgels, 5 mg, formulated with the new dietary ingredient *Haematococcus* algal meal, we have started stability studies (algal astaxanthin product in oil, and actual softgels) (see section 7) which will support the shelflife and "use by" recommendations that will appear on the label (see section 4).


Before the end of the 75 day period after notification we will send you an update on the progress of these studies.

At this stage, our preliminary studies show no or little degradation of astaxanthin when in oil at 40°C after 3 months. This should allow for a shelflife of at least 6 months at room temperature.

We plan to market The Astafactor™, softgels, 5 mg, as a new human dietary supplements, 75 days after the acknowledgement of receipt of this notice, unless otherwise instructed by your agency.

Thank you very much in advance for the attention that you will give to our notification. If you have any question, do not hesitate contacting us at (808)326-9301.

Sincerely yours,


Martin Guérin
V.P. Marketing & Sales
Aquasearch Inc.

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